



Interactive Ideas Panel

Phosphor / Carbid

Moderator Neil Coles, *CSCP*

Speakers

Vanessa Timmer, *One Earth*

Jan-Kees Vis, *Unilever/Sustainable Food Lab*

Meriel Lenfestey, *Ecomodo*

Reed Paget, *Belu Water*

Reinhard Mann, *Federal Centre for Health Education*

Jesse Methner, *Rautakesko*



Vanessa Timmer, Executive Director, One Earth
Future of Sustainable Lifestyles and Entrepreneurship
Hürth, Germany – 24 May 2011

The Power of Visualizing





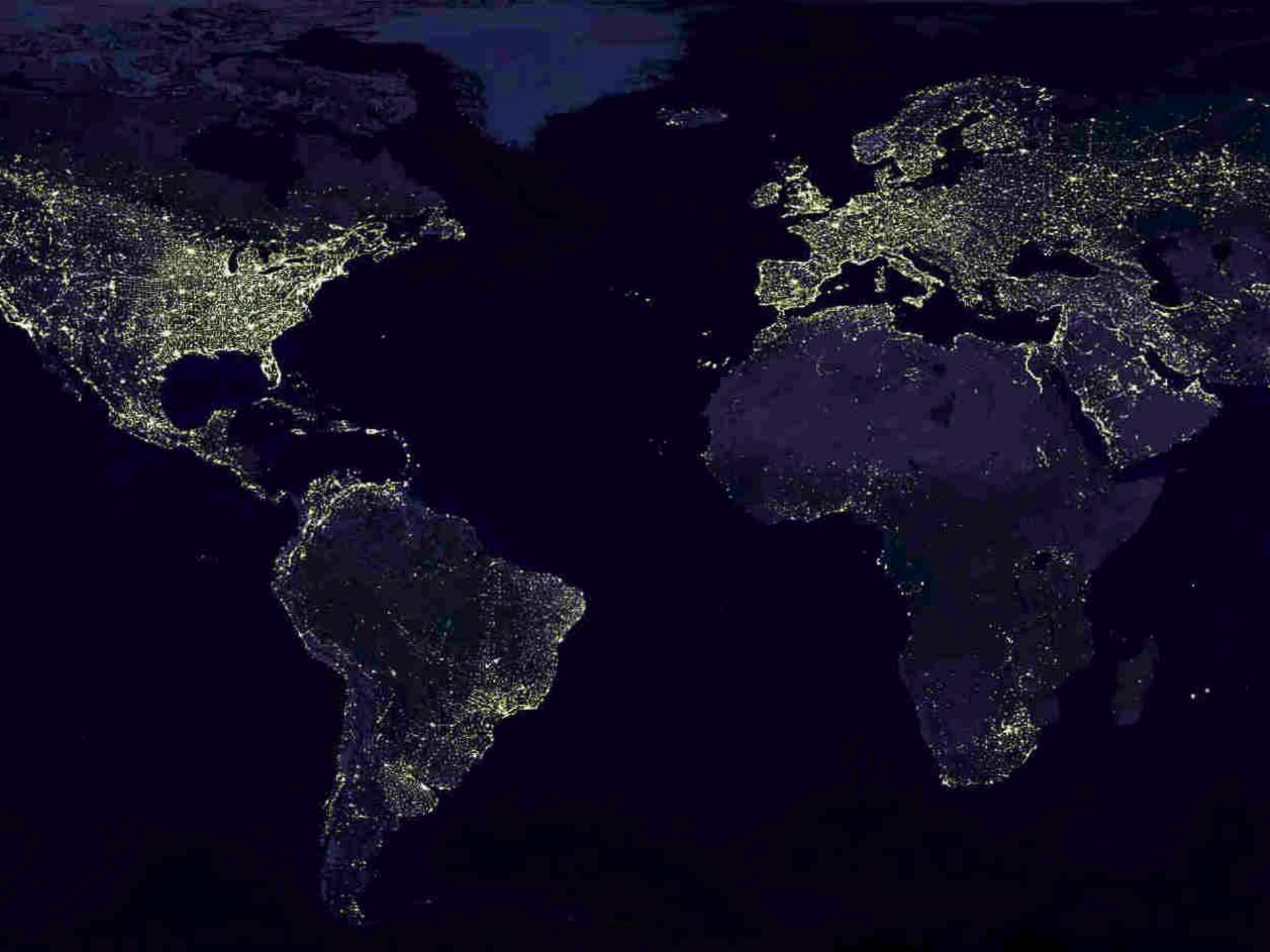


participatory GIS mapping



making the invisible visible







så meget fylder
1 TON CO₂
Grib udfordringen
- prøv selv at spare et ton i år
www.1tonmindre.dk

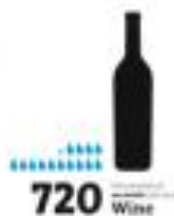
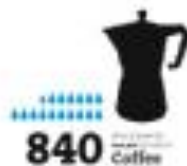
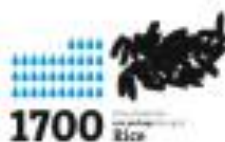


VIRTUAL WATER

inside products

Footnote
 The virtual water content (VWC) of a product is the amount of water that is "virtually" contained within the product, based on the amount of water used in its production. The VWC is calculated by multiplying the amount of water used in the production of a unit of a product by the unit's weight. The VWC is expressed in liters per kilogram (L/kg).

Source
 The data for this infographic is based on the Virtual Water Content of Food and Drink, published by the International Water Virtuality Institute (IWVI) in 2010. The data is based on the average water footprint of a product, which is the sum of the water used in the production of the product and the water contained within the product.



depicts **426,000 cell phones**

equal to the number of cell phones
retired in the US every day.



Chris Jordan

Communication

Computing

Television

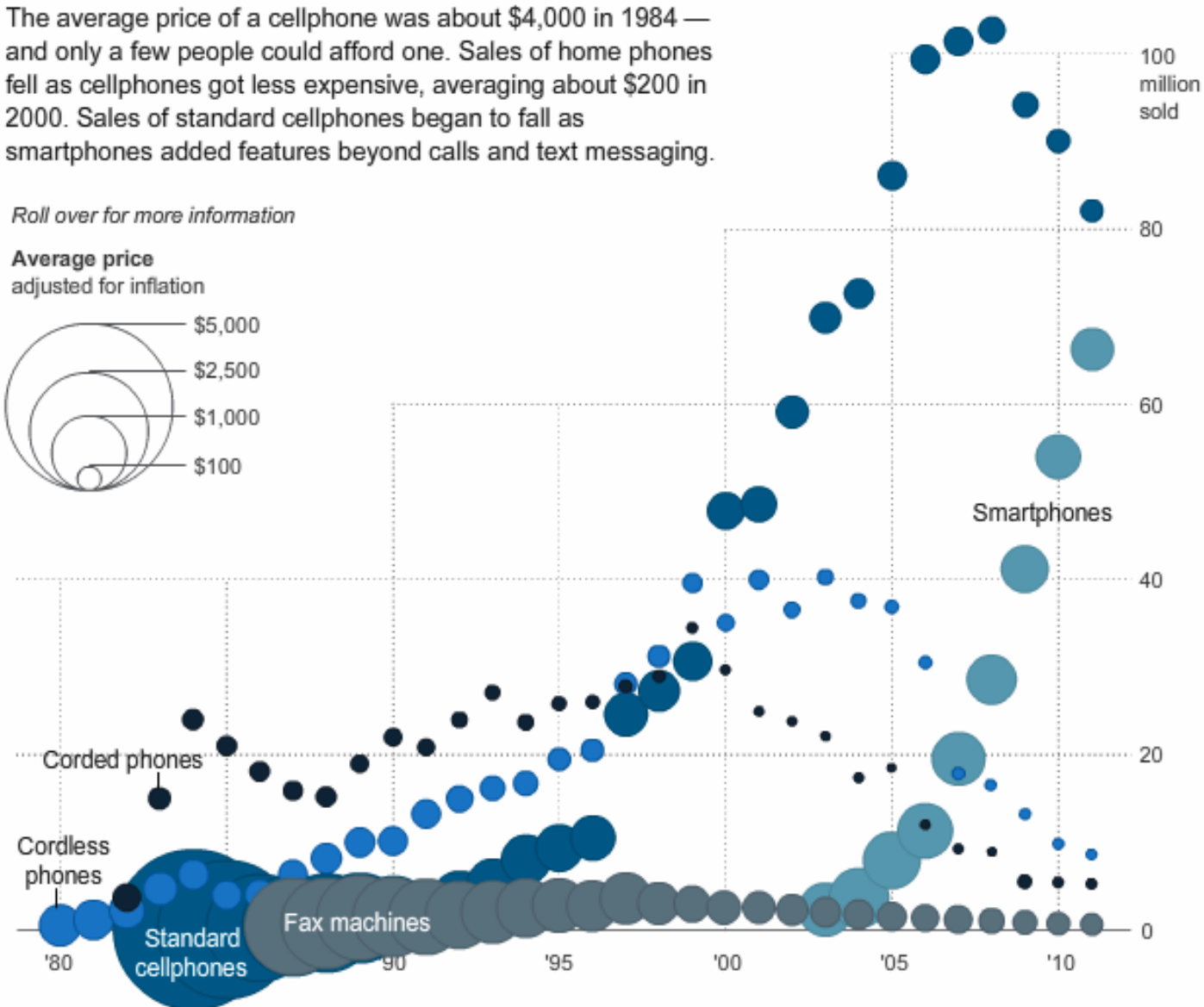
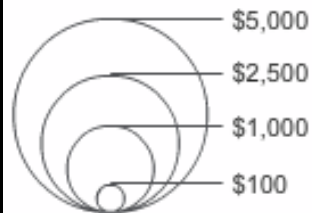
Video and photo

Audio

The average price of a cellphone was about \$4,000 in 1984 — and only a few people could afford one. Sales of home phones fell as cellphones got less expensive, averaging about \$200 in 2000. Sales of standard cellphones began to fall as smartphones added features beyond calls and text messaging.

Roll over for more information

Average price
adjusted for inflation



Germany: The Melander family of Bargteheide
Food expenditure for one week: 375.39 Euros or \$500.07

Photo: Peter Menzel



United States: The Revis family of North Carolina
Food expenditure for one week: \$341.98

Photo: Peter Menzel



Egypt: The Ahmed family of Cairo

Photo: Peter Menzel

Food expenditure for one week: 387.85 Egyptian Pounds or \$68.53



Chad : The Aboubakar family of Breidjing Camp
Food expenditure for one week: 685 CFA Francs or \$1.23

Photo: Peter Menzel



3 cutting edge themes
for visualizations



1. lifestyles in context

Pulse Energy

measuring the vital signs of a building

<http://www.smallenergygroup.com/>



Dashboard



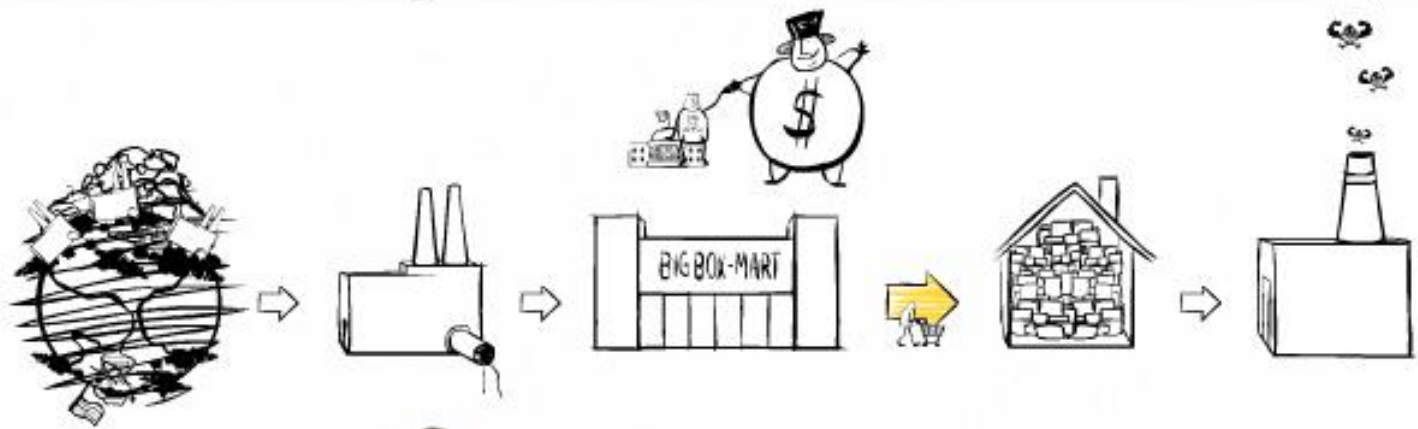
Building Manager



Executive Reporter



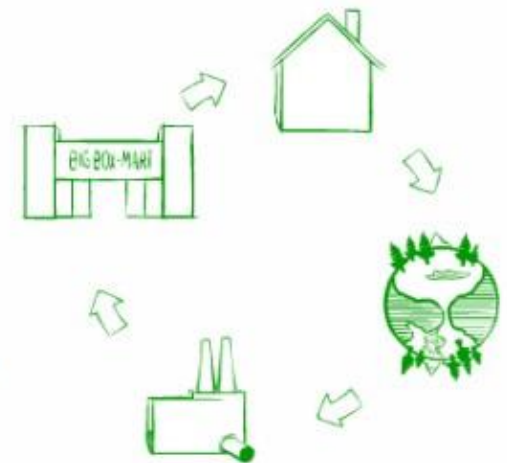




THE STORY OF



WITH ANNIE LEONARD



2. changing social norms



flash potluck

fair trade fair





car free day



buy nothing day





3. positive future visions

Future visualization – decision-support



Stephen Sheppard – University of British Columbia
Collaborative for Advanced Landscape Planning, UBC

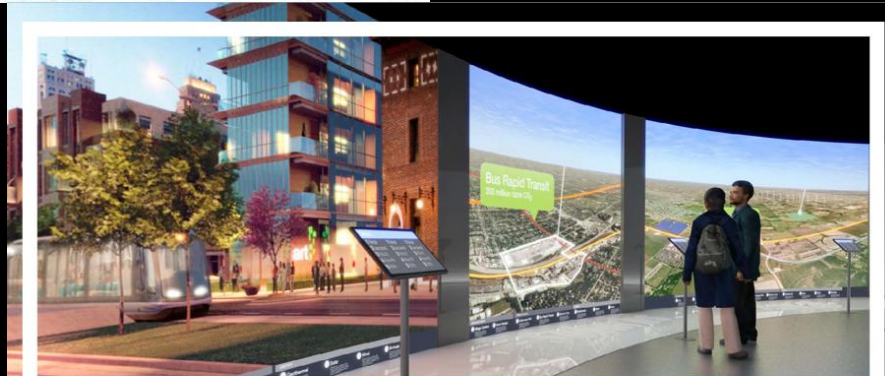


San Francisco – Eco-city Builders

<http://www.ecocitybuilders.org/>



Transition Towns



The Future We Want™

The Power of Positive Vision.

Reach Inspire Empower Implement



Sustainable Everyday Project



vanessa@oneearthweb.org
www.oneearthweb.org





www.sustainablefood.org

Cologne
Jan Kees Vis
Unilever

Origin

- 2003: Global Leadership Initiative formed
- Experience in finding solutions to complex problems
- Looked for complex challenges in corporate sector
- Global Food System: complex
- Organise stakeholder engagement to generate new thinking

**Lab members are encouraged to go deep
to look for new solutions.**

**let go and
observe**

U Theory
Senge
Scharmer
Jaworski
Flowers

**act with new
understanding**

retreat & reflect

U process

- Avoid down loading blue prints
- Co-observe reality
- Look at parts to understand the whole
- Reflect, create shared energy
- Co-create the future
- Scenario thinking
- Leverage points

Learning journeys allow multi-sector groups to see food systems from new perspectives



Learning journeys

- To understand the whole by observing the parts (Brazil)
- Brief and debrief
- Suspend judgement (blueprints)
- Listen to other perspectives
- Grape farm, co-operative, mid wives, sisal factory, landless farmers, wine maker
- Immersion

The Food Lab is bringing producers and buyers together to develop supply chains that meet the needs of both.



Workstreams

- Commodities
- Healthy value chains
- Food and health
- School lunches
- Fisheries
- Framing

and turn small change....



....into big change.

SFL

- Think tank
- Multi-stakeholder
- Link to SAI Platform
- Innovators/incubators
- Conveners



SUSTAINABLE FOOD LABORATORY

www.sustainablefood.org



Meriel Lenfestey

#ecomodo

Government

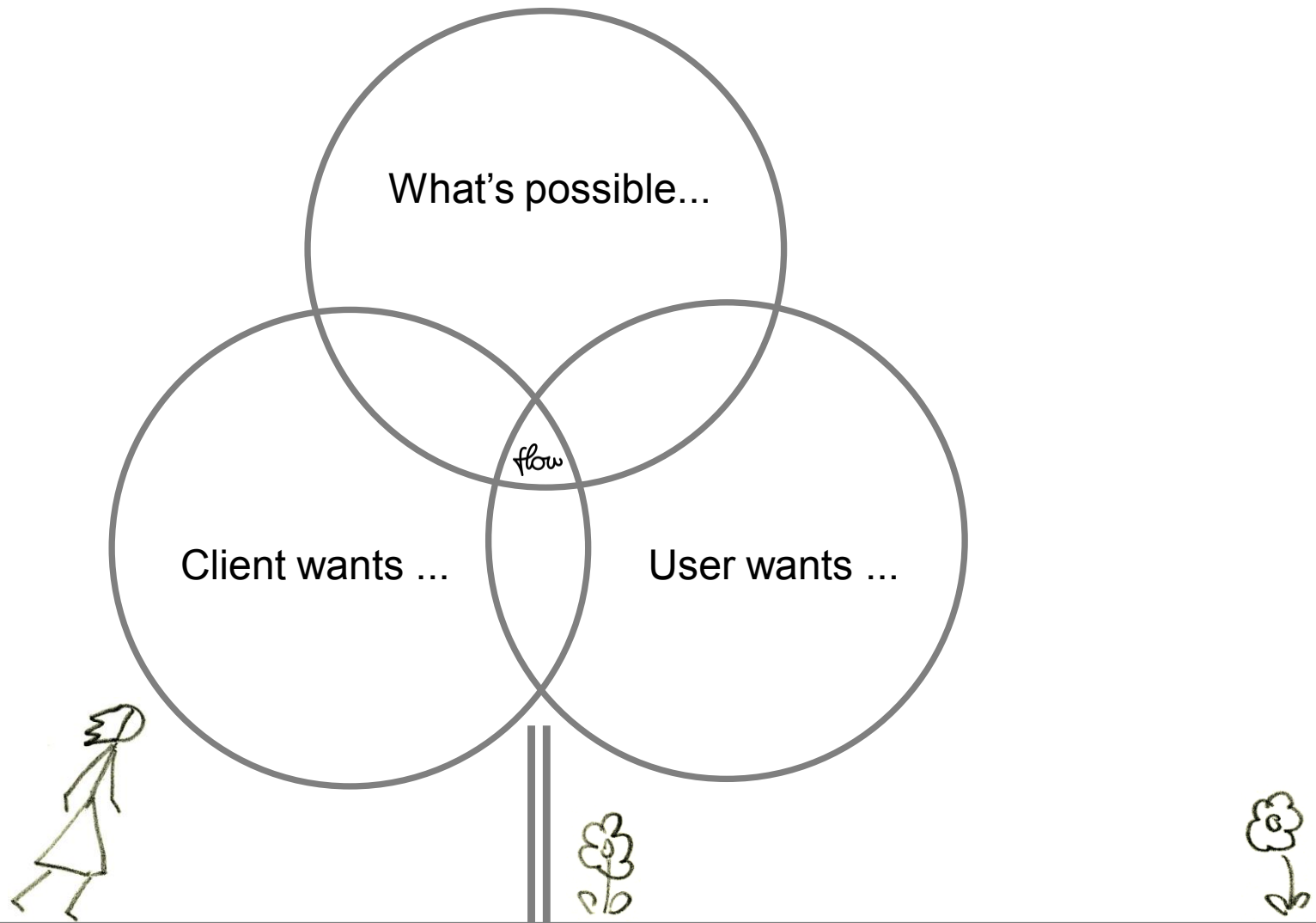


Business



Community







What's possible...

Client wants ...

User wants ...

Get communities to make better use of the resources they already have by creating a new market in lending and borrowing each other's everyday objects, skills and spaces.



~~Client~~ We wants ...

Financial

Social

Environmental

Fun!



Save & make £££

User wants ...

Live richer lives

Do a good turn

(Be green)

Confidence



Trends

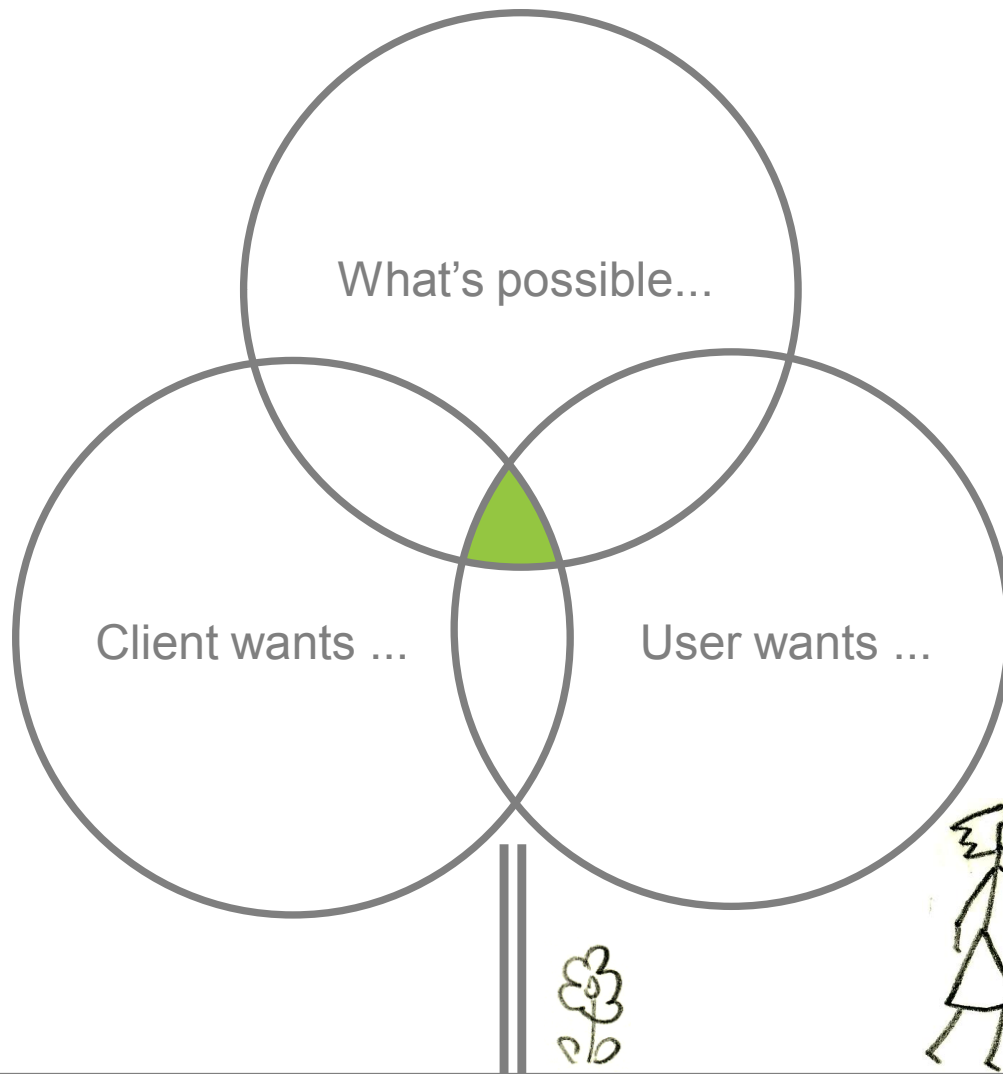
Competition

Timeliness

Technology

Team

What's possible...



*Create a sustainable business
in every sense of the word.*

*Design service around a deep
understanding of our users,
their desires and concerns
and the world in which
they are living.*



welcome to ecomodo, the marketplace of good returns ..

Lend and borrow each other's everyday objects, skills and spaces with confidence.

need something but don't want to splash out ?

Save money, time and space by borrowing stuff you don't use often.



[Browse items to borrow](#)

got stuff collecting dust in your shed ?

Lend stuff for free, make money for yourself or fundraise for charity.



[Add an item to lend](#)

take a look around ..



use ecomodo to lend with confidence ..

- Use lending circles to control who can borrow your stuff.
- Take deposits and insurance for extra peace of mind.
- Leave feedback.

And there's more .. [read this](#)

use lending circles to pool your assets ..

Create a circle for your street, village, town, workplace, club, school, university, charity, faith centre or local interest group and invite people to join you.



[About ecomodo](#) [Blog](#) [FAQs](#) [Site map](#) [Terms of use](#) [Community guidelines](#) [Report abuse](#) [Contact us](#)

As seen in ..

Our partners ..

Our friends ..

Awards ..

Join us on ..

A BRAND NEW ATTITUDE
woman&home

PayPal

RSA

recycle
for London

GREEN AWARDS
WINNER 2010



Clear message

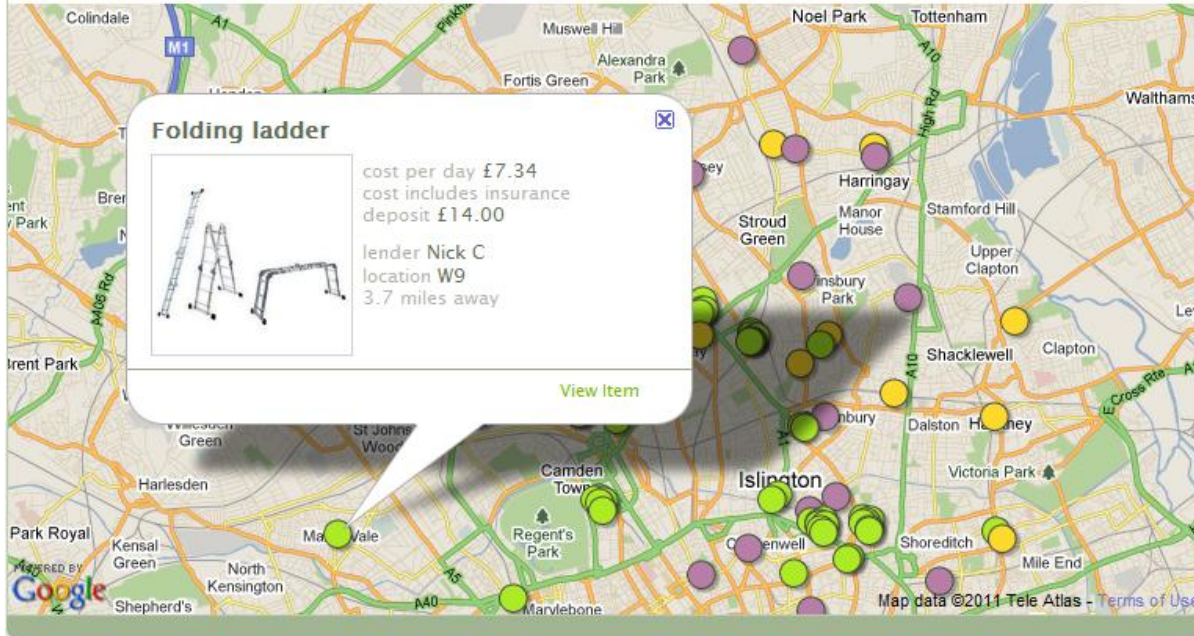
explore what's around you ..

[Add an item to lend](#) | [Post a wanted ad](#) | [Create a new circle](#)


[Need help ?](#)

Q near london Explore show all + - To pan map: click, hold & drag

100 items to borrow 38 wanted ads 35 circles



Folding ladder



cost per day £7.34
cost includes insurance
deposit £14.00
lender Nick C
location W9
3.7 miles away

[View Item](#)

Map data ©2011 Tele Atlas - [Terms of Use](#)



ecomodo
good returns

Dear Meriel Lenfestey (Meriel),

Not long now until the fat man comes down the chimney and as we hurtle towards the festive holidays we just wanted to say thank you. 2010's been an amazing year for us and we couldn't have come this far without the support of our members and friends. Many happy returns for 2011 - we hope the coming year brings you every happiness!!

And if over the holidays you find yourself with some time on your hands come and play our Facebook competition [Celebrity Shares](#). Just tell us "what you would borrow from a famous celebrity and why?" Get your thinking caps and go wild - you could win a £25 iTunes voucher.

Meriel, Tracy and the team

ps. a picture tells a thousand words and we've noticed that you have 2 items without an image - help borrowers out by adding images. Go to [your items](#).

new in your area ..

Wanted by Alex | [snow chains](#)
Wanted by Barry Cook | [studwork finder](#)
Wanted by 3foots | [Photography Film EXPIRED OUT OF DATE](#)
Item to borrow | [2 Glass suction cups](#)
Item to borrow | [computer repairs ... etc](#)
Item to borrow | [large bubble machine](#)

There are now **113 members** near you. [View their items, wanted and circles](#)

ecomodo our news

And the winner is ..
At a glittering 'green' carpet event at the Natural History museum we were stunned when they announced the winner of the [Green Awards](#) for the Best Use of Online Media is ...
Ecomodo.com :) Despite being a start up social enterprise we beat national retailers and local authorities to bring home the award for you all. The night was amazing topped by the chance to speak to Sir David Attenborough, who congratulated us on winning. [Read more...](#)

Christmas can be an expensive time of year and apart from borrowing the things you need

Near you



ecomodo®
good returns

all ▾
738

circles ▾
find a circle

not a member?
sign up

wanted ▾
86

[Home](#) / [register](#)

Now show us roughly where you live on this map.

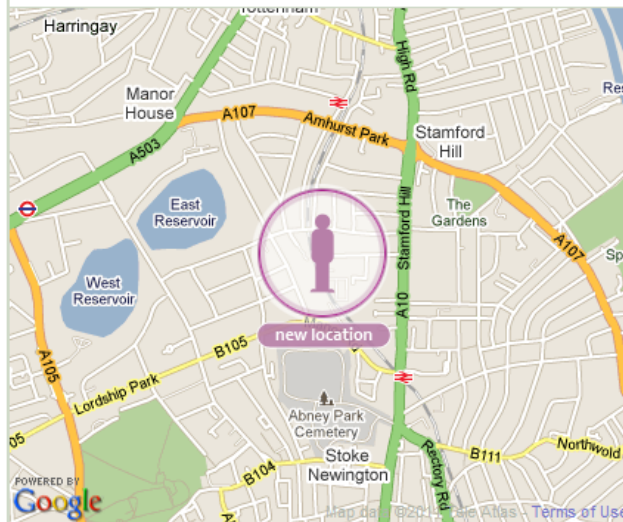
1 Set up your account.. ✓

2 Join your community..

3 PayPal..

4 E-mail verification

Drag the marker to plot your location



To join your community roughly locate where you live on the map.

1 you live in N16 5BQ

now..

2 drag the marker..

Position the marker near to where you live, or proceed to the next step immediately.

The more precise you are the easier it will be to find things for you to borrow and for others to find things you want to lend.

However, in some areas it may be wise to offset your position a little for security reasons.

Use the zoom buttons to move the map in and out.

? Need help?

Cancel

Plot

Fuzzy Locations



Lending Circles

Is this item electrical ? ☒ No ☐ Yes

Is this item a watch, jewellery or a mobile phone ? ☒ No ☐ yes

Is this item copyrighted media e.g. book, music, film ? ☒ No ☐ yes

costs, deposit and insurance ..

How is this calculated ?

for a good cause ▼

amount £ 5 per week ▼

add ☐ deposit ?

add ☐ insurance ?

insurance cover is only available for items valued between £50 and £1500.

cost to borrow

day £2.53

weekend £3.82

week £6.40

+ deposit £0.00

your return

day £1.25

weekend £2.50

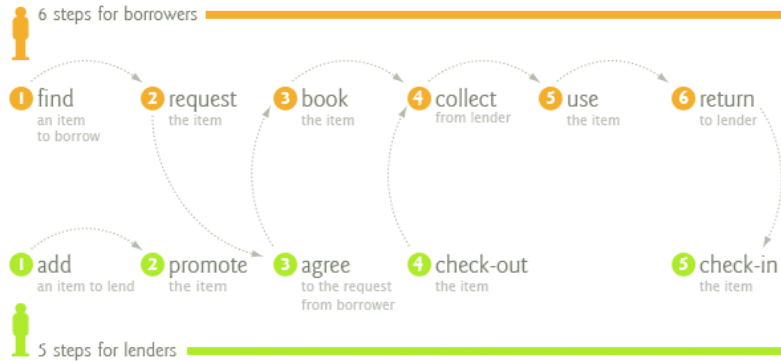
week £5.00

Refresh

which good cause ?

Your favourite good causes .. ▼

Hire fees, Fundraising, Insurance & Deposits



Home / Active / On loan

all
739

circles
117

you
20

wanted
86

active requests 0

on loan 1

recently returned 0

items you have loaned out 0

Need help ?

Currently you have no items loaned out

items you have on loan 1

Need help ?

	Kids ski salopettes age 6-8 from Sat 22 Jan 11 to Sun 30 Jan 11	location GY3 5AH total cost £7.70	lender Dan feedback +2	0
on loan	+ On loan.	actions <input type="button" value="Mark as returned"/>		

Lend tracking, handholding & reminders



Home / Meriel

all
738

circles
find a circle

not a member?
sign up

wanted
86

< return to previous page

search for people >

+ Create a new circle



Meriel

feedback +12

complete lends 14

member since Dec 09

locations GY4

Meriel's circles

5

Show all

Flow 21

G-CAN 8

Jerbourg in Guernsey 3

3rd Guernsey Scout Group 3

St Martins School PTA 7

Meriel Lenfestey

Invite as friend

Apart from being one of the team who created ecomodo... I'm a mother, a designer (professional), a vegetable grower, a cook, a keen (but pretty unskilled) watersports enthusiast, and generally someone who wants to have a go at lots but rarely has the time.

Recent feedback



on Mon 11 Oct 10 **AntoninaWaski** said ..
Super nice people, very helpful.



on Thu 9 Sep 10 **tamara_** said ..
I still need my refund though? :S



on Sat 12 Jun 10 **TOF** said ..
excellent as always



on Fri 11 Jun 10 **GavinHayman** said ..
Lender was very flexible with the collection and drop-off.



on Mon 24 May 10 **PhotoToasty** said ..
Lovely cup of tea and a chat on return! We must do it again soon



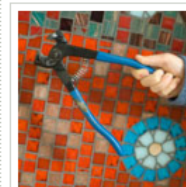
on Fri 14 May 10 **Helen27** said ..
Very helpful as usual!



on Thu 18 Mar 10 **topcat** said ..
thanks for returning it on time + glad to help

Meriel's items 19

Show all



Glass tesserae nibbler

view | map

Meriel's wanted 0

Feedback & reputation

A BRAND NEW ATTITUDE
woman&home

ECOLOGIST

marieclaire

Red

BBC

LBC 97.3 FM

UK AWARE
contemporary sustainable living
SHOW

London
greenfair



stephenfry Rather a cool idea. @ecomodo Borrow an #iPad for £18. Proceeds to @PrincesTrust <http://ecomodo.com> whole new world of temp ownership about 8 hours ago via Twitter for iPhone Retweeted by ecomodo and 100+ others

NESTA Making Innovation Flourish

prima

THE SUNDAY TIMES

THE BIG ISSUE

The Observer



GREEN AWARDS
WINNER 2010

Green Apple Award Winner



LONDON COMMUNITY RESOURCE NETWORK
LCRN

eden project



Sustainable Guernsey

YOUR SQUARE MILE

THE BRIGHTER FUTURE
Wandsworth

recycle for London

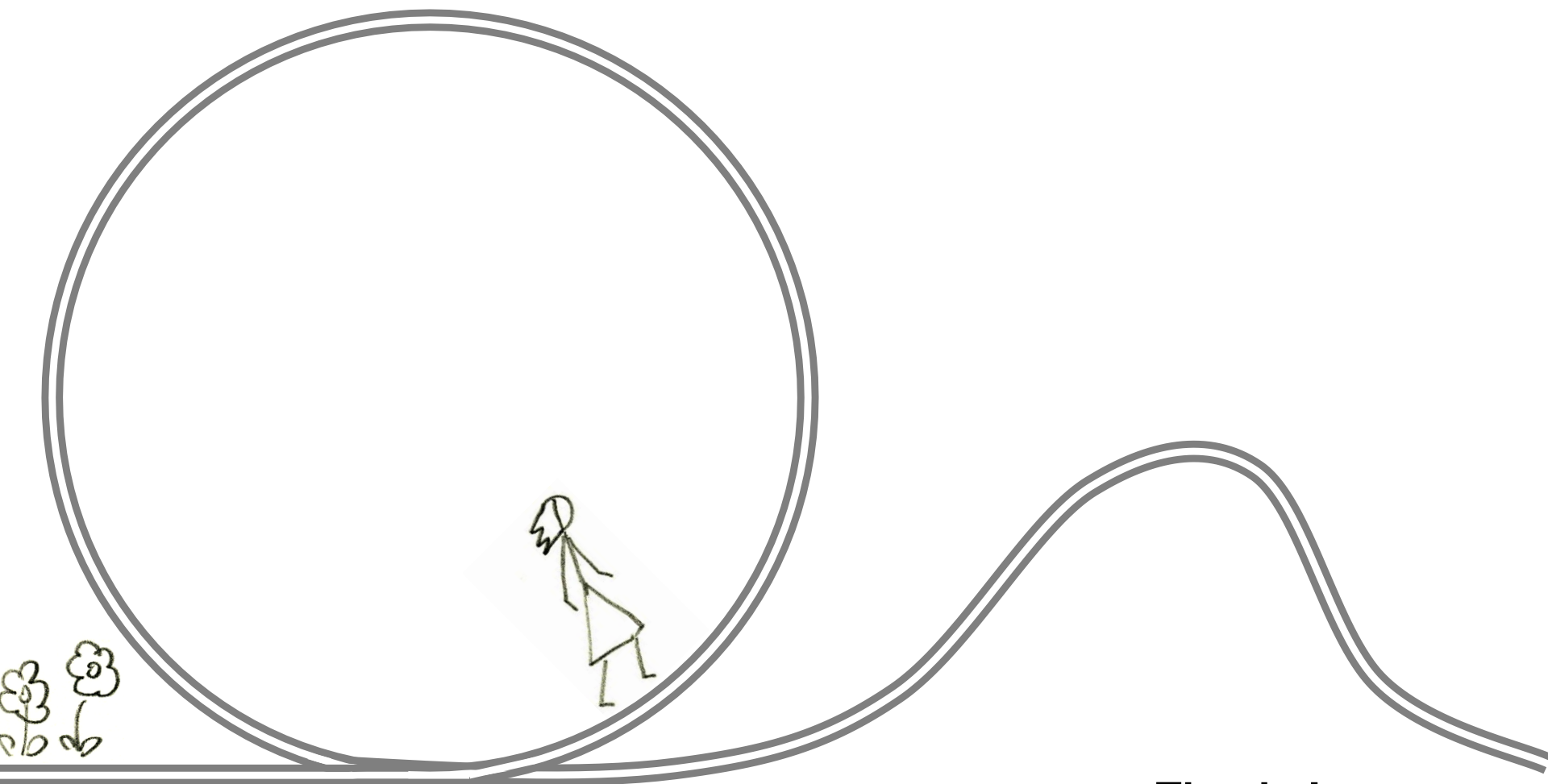
the big lunch
an eden project

food cycle

wastewatch
waste less. live more

greener leith

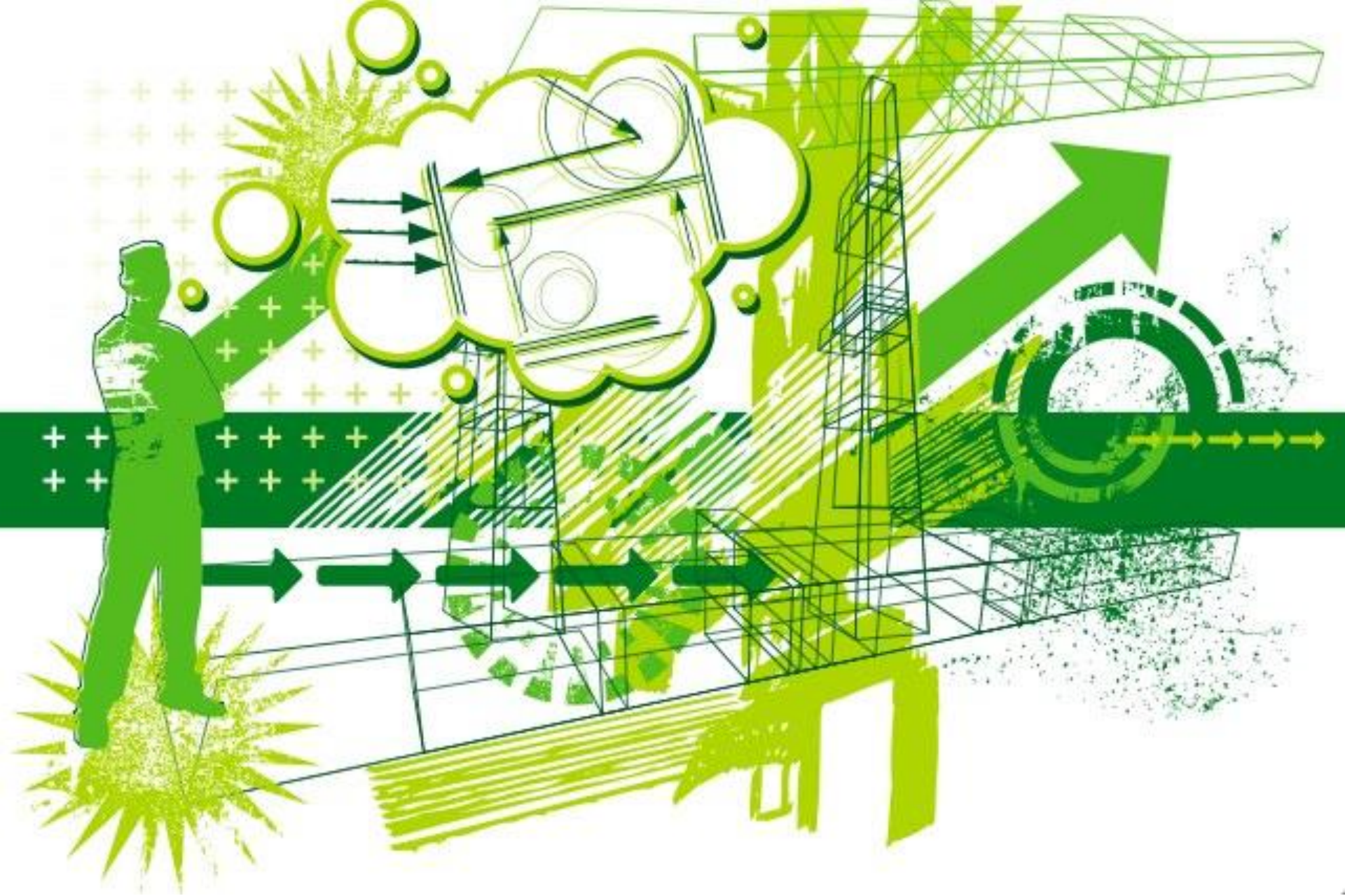
Press, Media, Partners, Social media, Awards, Events ...



Thanks!

meriel@ecomodo.com

www.ecomodo.com



developing a sustainable economy



Tiananmen Square

a finite resource

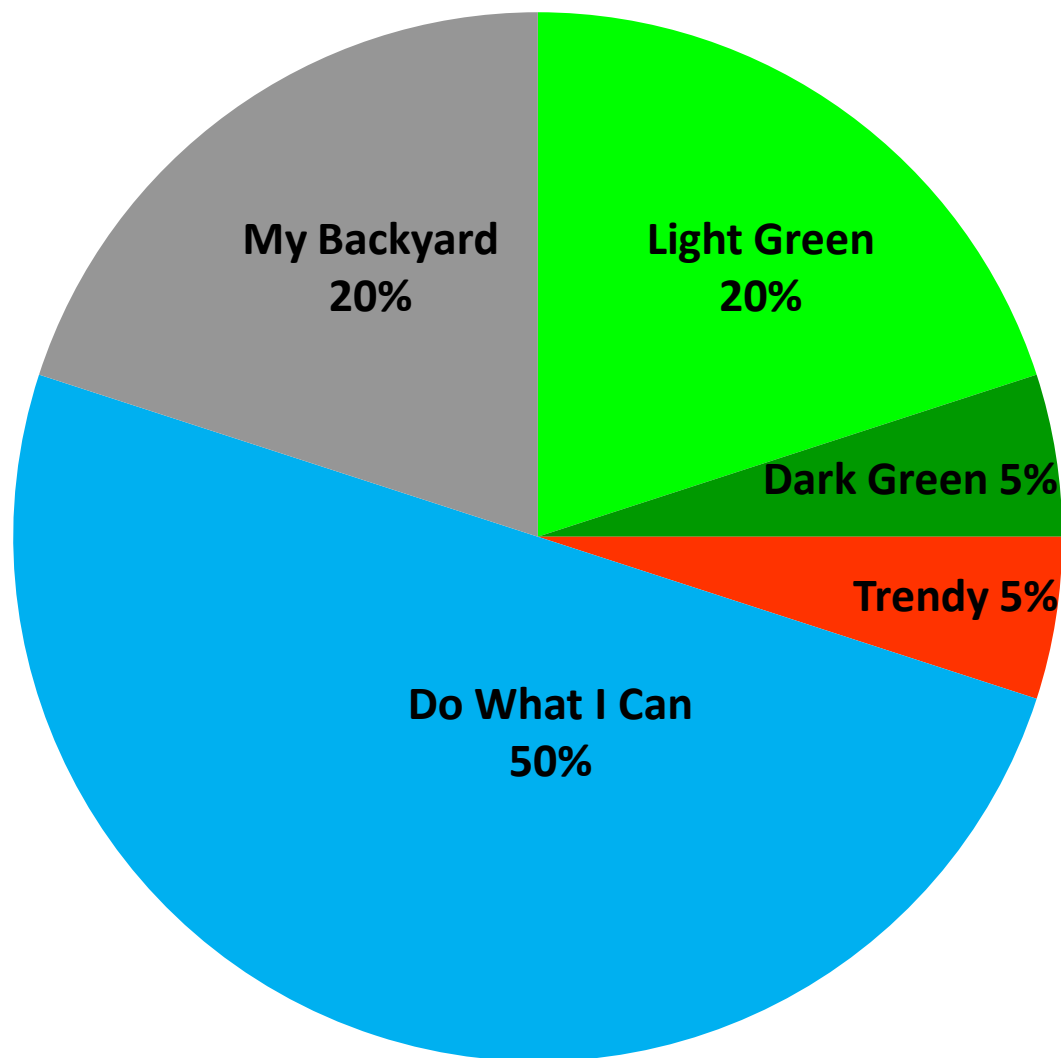


a new economy

capitalism to save the world



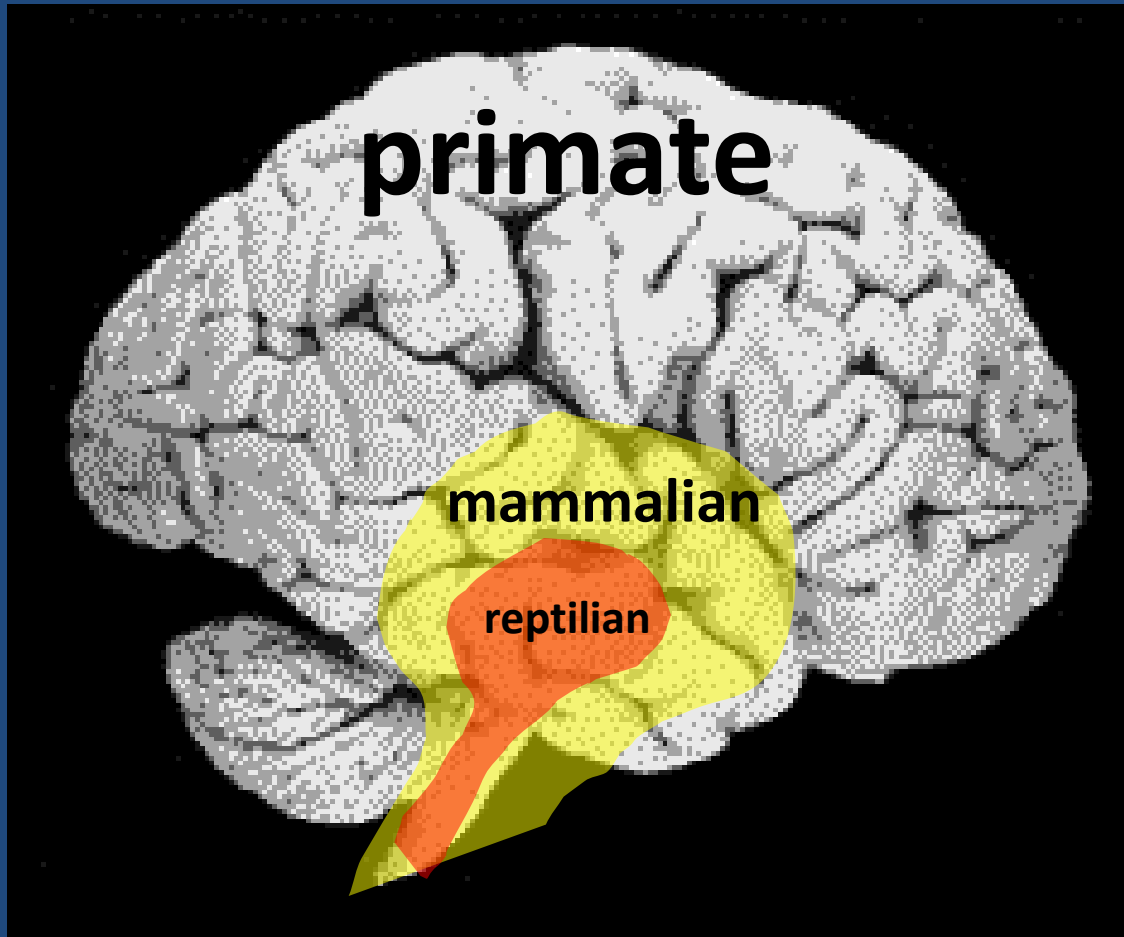
psychographics of eco-ethical consumerism



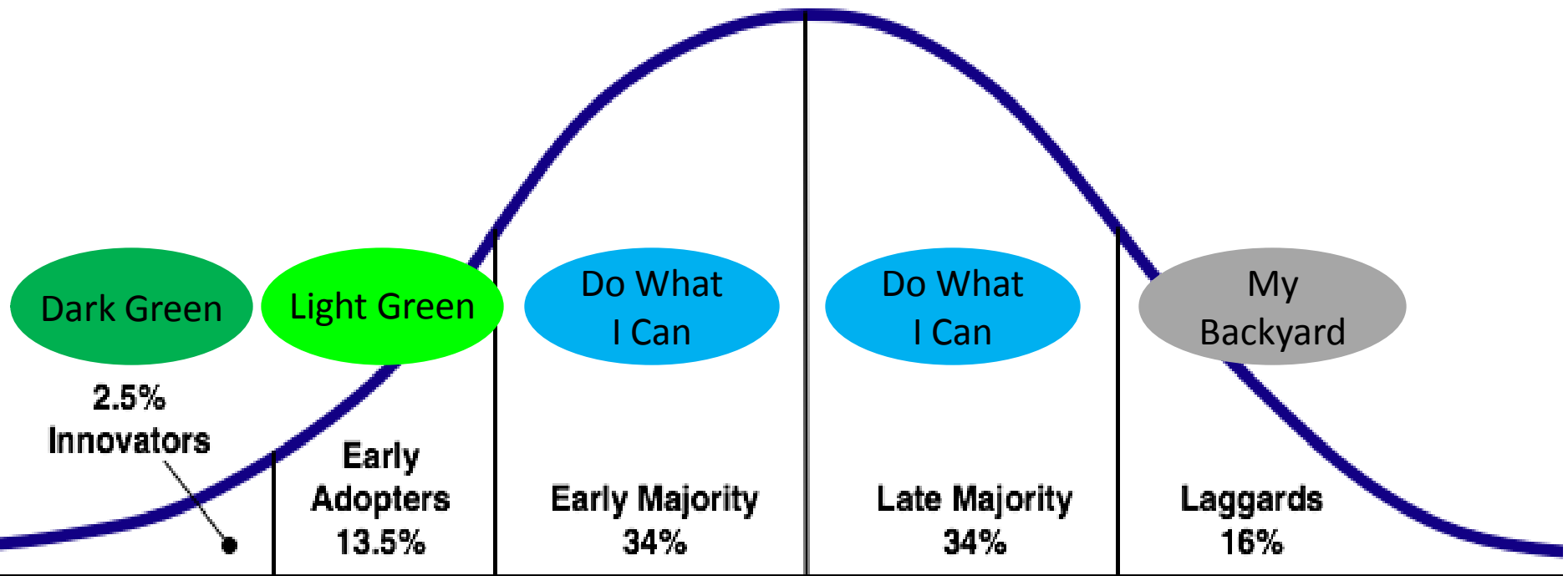
values-based market segmentation

MORI

NEURO-PHYSIOLOGY OF MOTIVATION



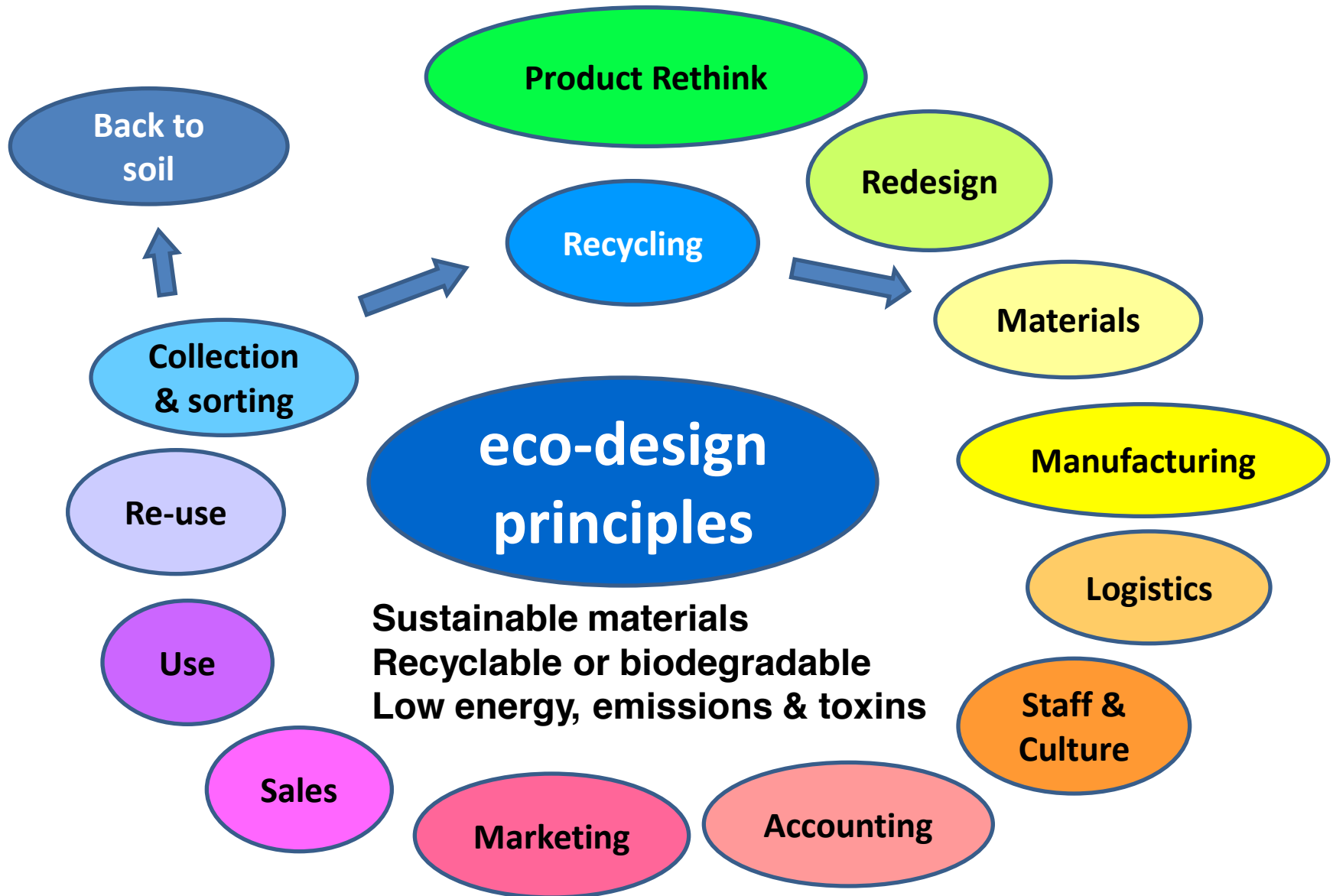
tipping point dynamics



Source: Everett Rogers, Diffusion of Innovations model

creating a green trend

Closed Loop Eco-Design



THE INDEPENDENT

- First 'green' container goes on sale in British stores
- Leading firms opt for biodegradable packaging
- Development could help cut nation's waste mountain

The bottle that heralds a plastic revolution

Biodegradable bottle offers hope of cutting Britain's mountain of waste

MONDAY 29 MAY 2006 THE INDEPENDENT

WaterAid



The UK's most eco-friendly bottled water

sustainable
economy

greener
products

greener
lifestyles

innovation

marketing





one earth innovation

business for a sustainable future

GUT DRAUF

Bewegen, entspannen, essen – aber wie!

Guidelines to health education for young people

**The youth campaign “GUT DRAUF” (well being)
of the Federal Centre for Health Education**

Reinhard Mann (BZgA), 24.05.2011 Köln

BZgA

Eine Jugendaktion
der Bundeszentrale
für gesundheitliche
Aufklärung



- Federal Centre for Health Education

- » Specialist authority within the portfolio of the Federal Ministry of Health
- » Topics: health education, prevention and health promotion
- » Different Target groups: specially in my unit: children
- » Methods: campaigns, publications, cooperations with experts
- » Head of the unit „Prevention of nutritional Diseases and Health Promotion“

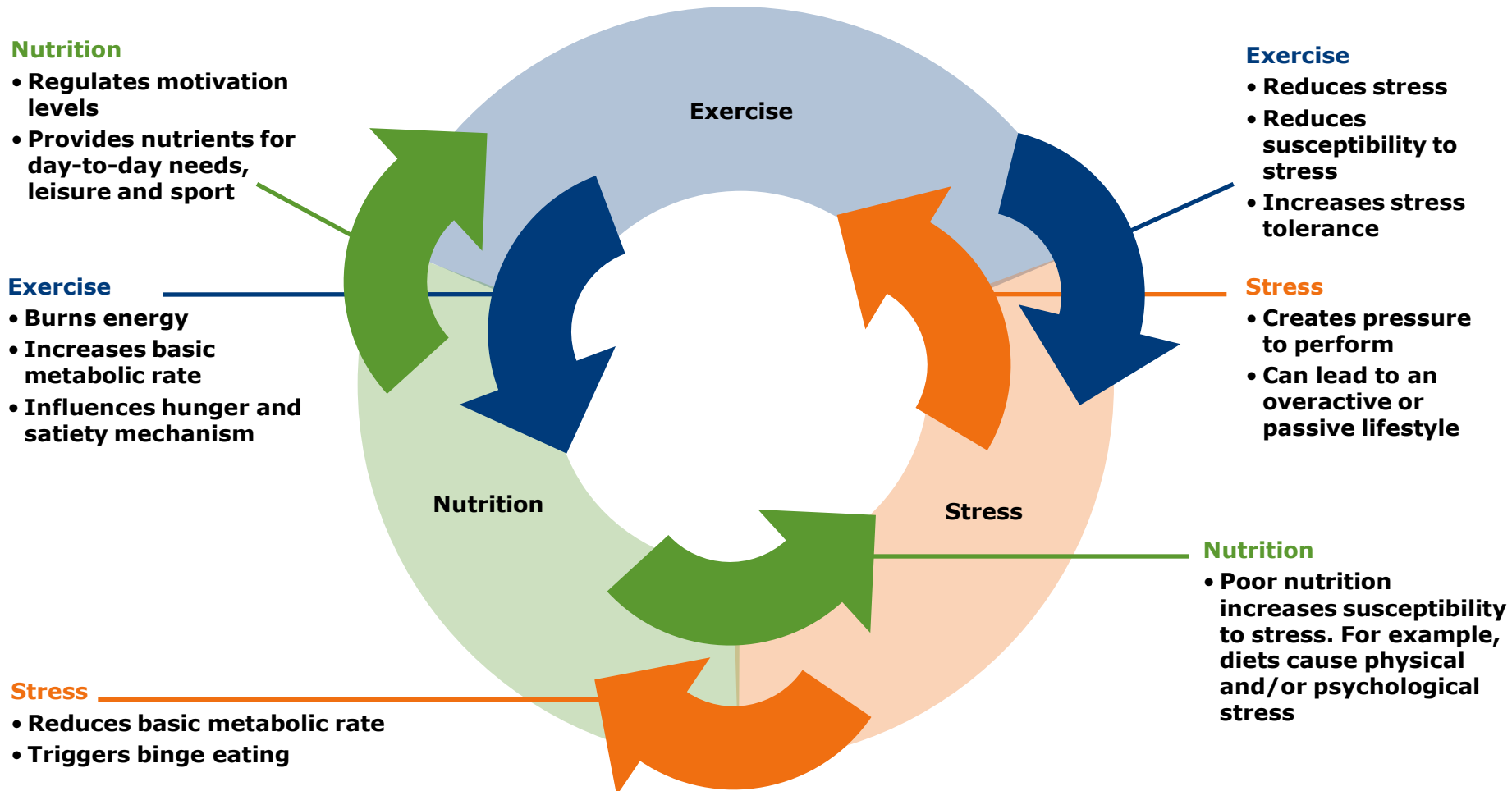
GUT DRAUF - the central elements

- » Holistic goal of health promotion: nutrition, exercise, stress management
- » Target group: young people aged between 12 and 18
- » Use of multipliers: institutions, intermediaries
- » Focus on behaviour and environmental conditions
- » Five fields of activity: school, sport, youth travel, youth facilities, companies
- » Connecting various social spaces together

GUT DRAUF – equitable health promotion at a glance

- » Offering young people incentives to adopt health-conscious behaviour by catering to their needs
- » Picking up on current youth cultures
- » Putting health under the spotlight
- » Enabling participation
- » Ensuring sustainability
- » Having fun

Interplay between Nutrition, Exercise & Stress



Nutrition



- » Nutrition is not just about food intake
- » Social aspects of eating have to be considered

Exercise



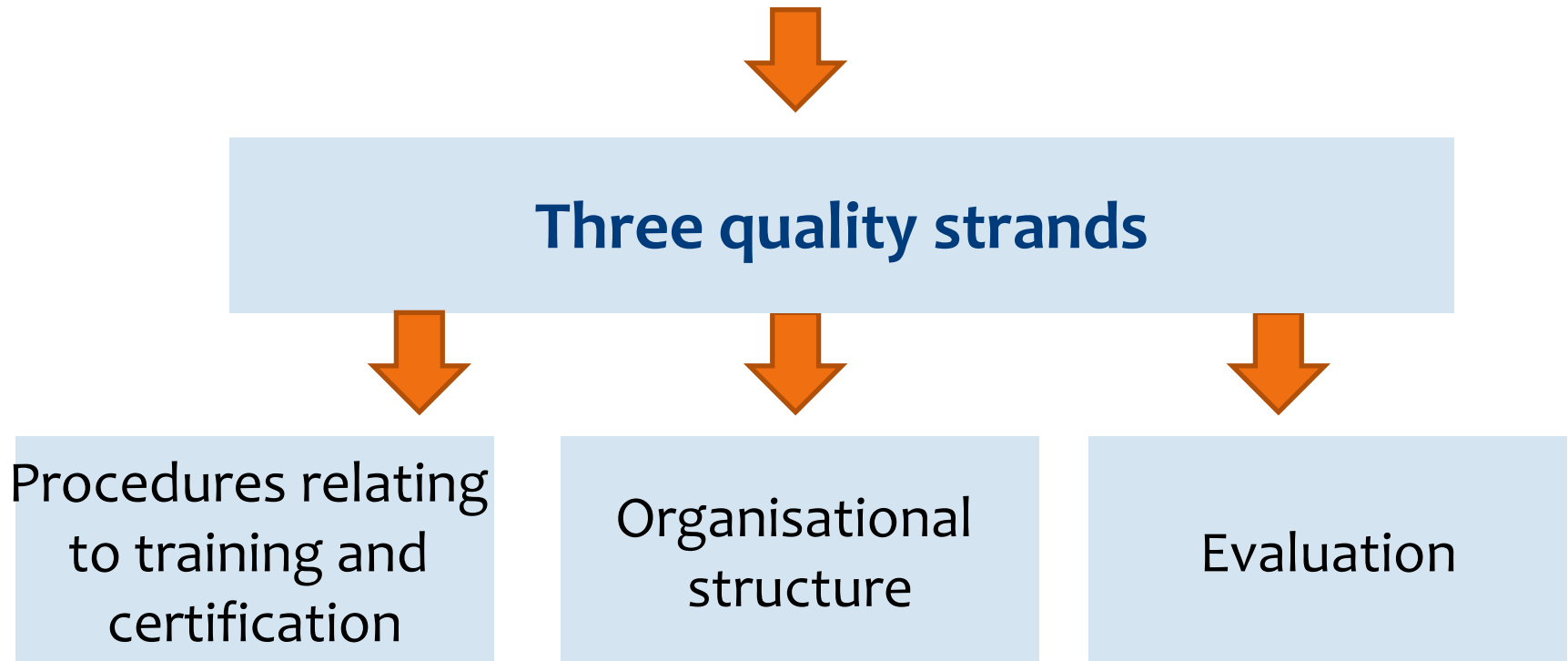
- » Not sports-oriented or competition-oriented
- » Part of day-to-day life
- » Should provide incentives for active body awareness

Successful stress regulation

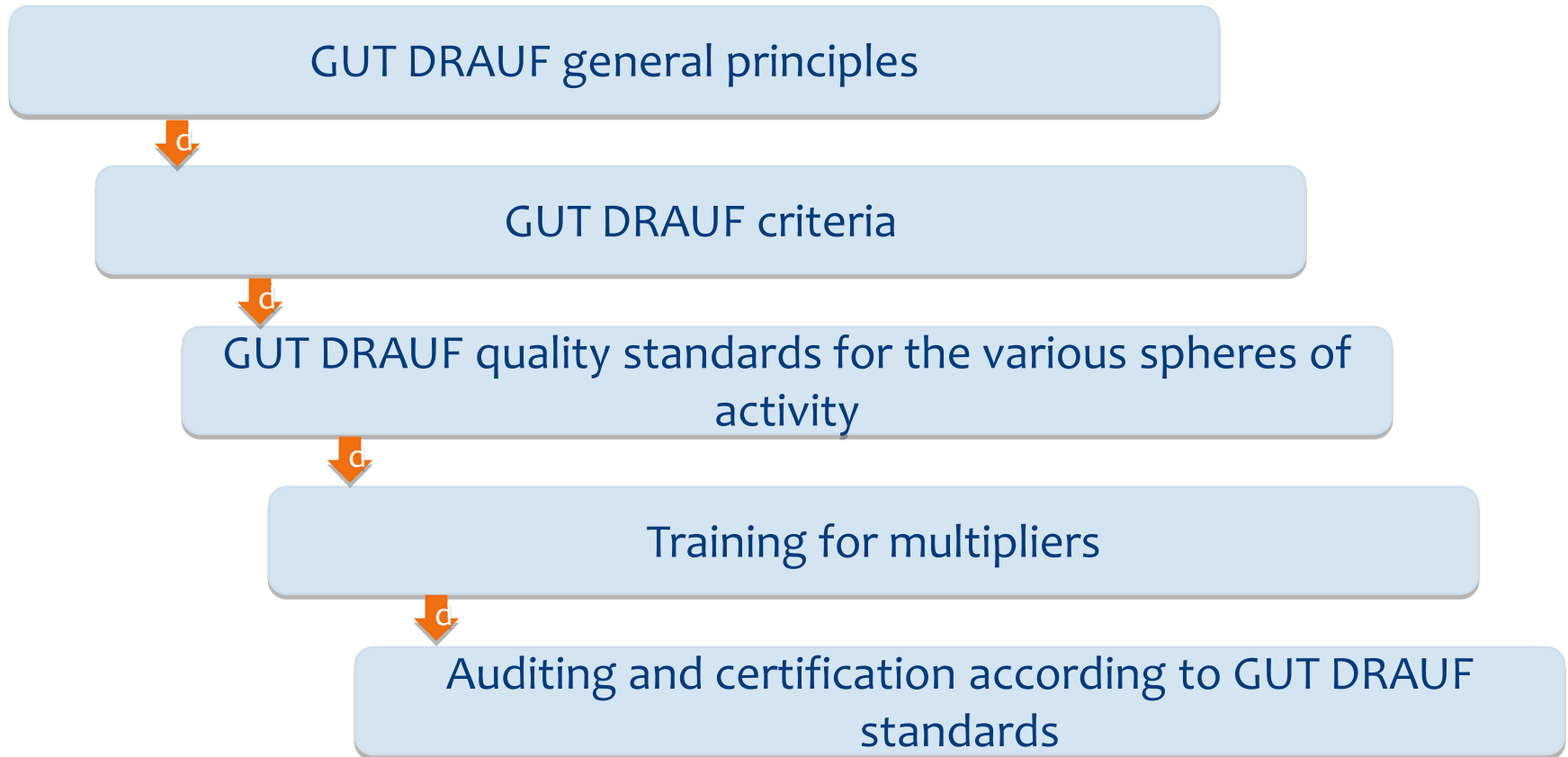


- » Being able to cope with demands
- » Recognising, categorising and dealing with one's own needs
- » Awareness of physical and psychological sensitivities

Tiered quality concept



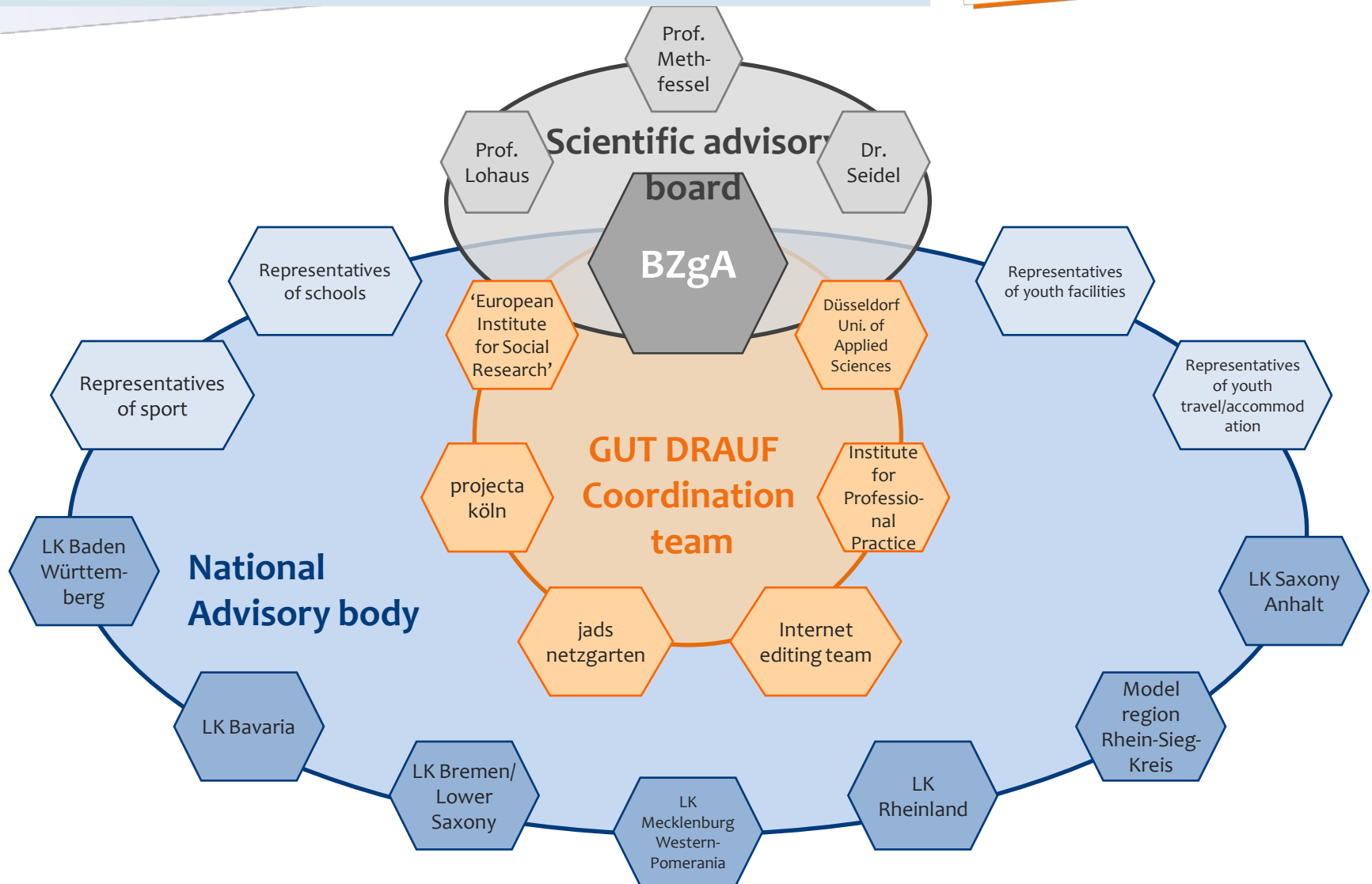
Procedures towards certification



Organisational structure

GUT DRAUF

Bewegen, entspannen, essen – aber wie!



Evaluation concept

GUT DRAUF

Bewegen, entspannen, essen – aber wie!



Structure and
Process evaluation

Self evaluation

Effectiveness evaluation

Partners and regional structures in 8 german states

- 800 partner-institutions
- One Mio. young people a year



GUT DRAUF

Bewegen, entspannen, essen – aber wie!

Thank you for listening!

www.gutdrauf.net

BZgA

Eine Jugendaktion
der Bundeszentrale
für gesundheitliche
Aufklärung

Energy efficiency business at a home improvement retailer

Rautakesko Ltd

Jesse Mether
Sustainability manager
jesse.mether@kesko.fi

KESKO

Rautakesko in brief

- Part of Kesko Group
- Stores in Finland, Norway, Sweden, Baltic countries, Russia (St. Pete & Moscow) & Belarus
- Year 2010
 - Total sales 3 314 M € (VAT 0 %)
 - Market leader in its operating area
 - Europe's 5th biggest operator in its field
 - Six retail store chains
 - 330 stores in building and home improvement + 88 stores for agricultural trade
 - 13,6 M customers in Finland; every Finn visits our store 2,5 times / year



KESKO

People worry about the climate change...

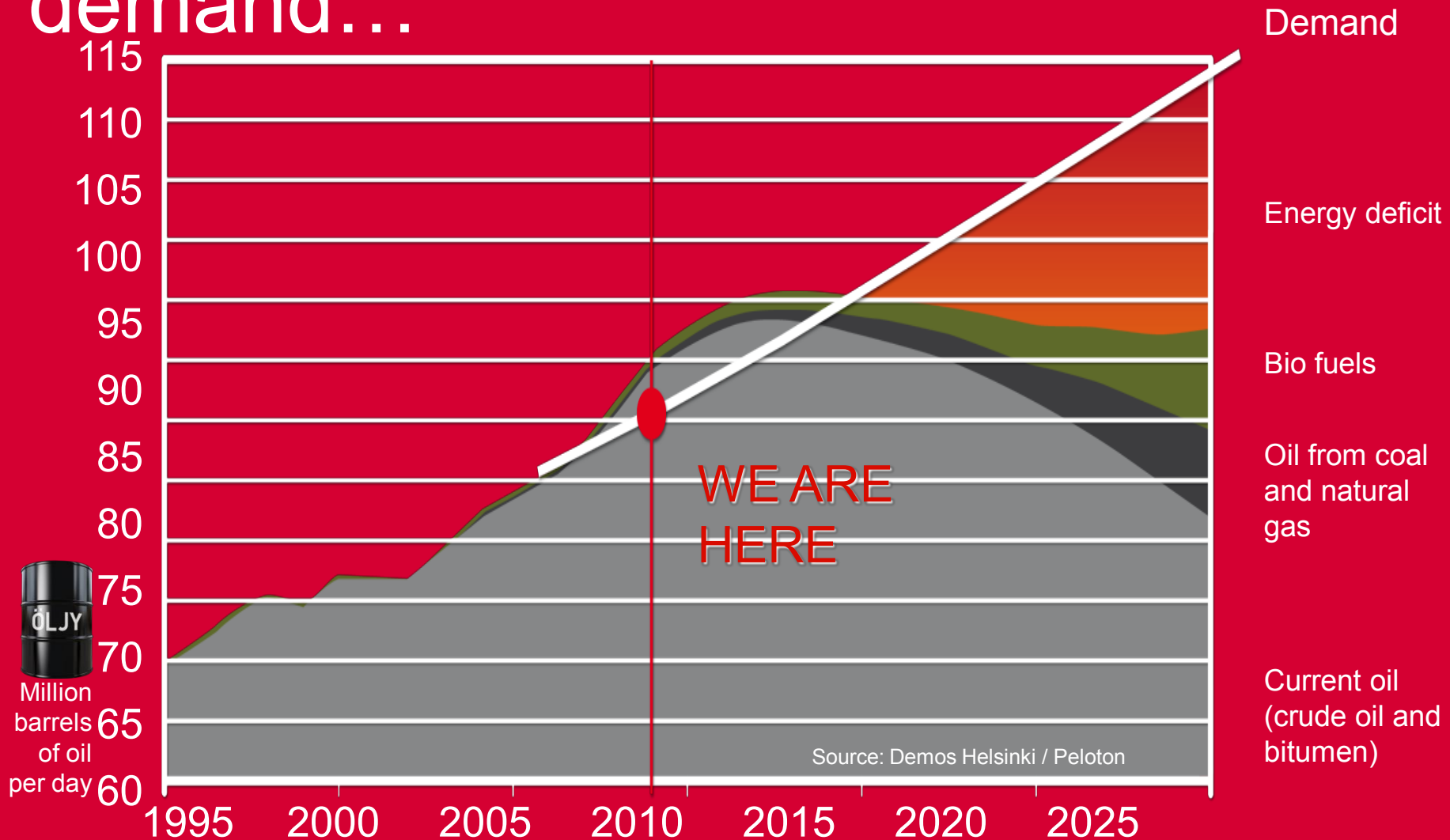


58% of Finns are worried about the climate change

Finland has the 12th biggest CO₂ footprint

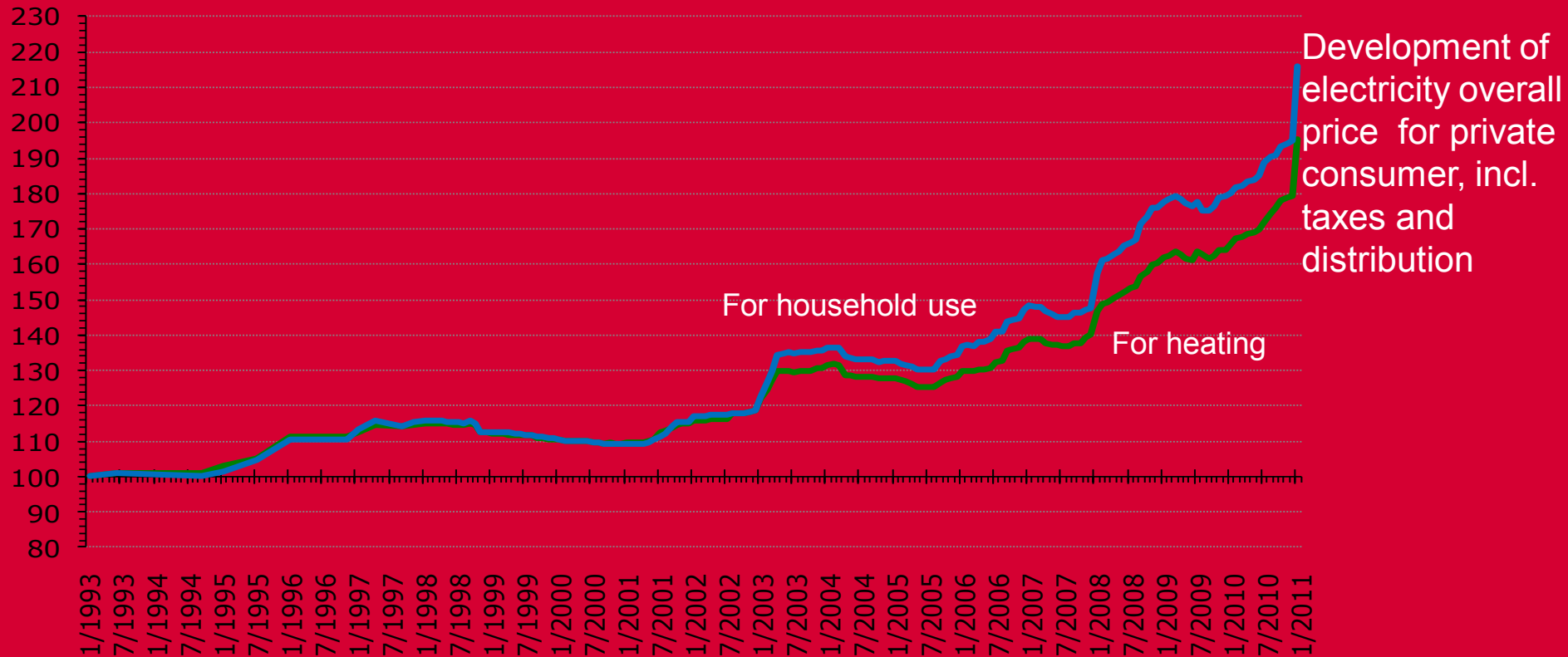
KESKO

...energy reserves will not meet the demand...



Million
barrels
of oil
per day

... this means prices are going up...



Source: Finnish Energy Market Authority

...and public administration is acting

- Energy taxes have been risen
- Building codes concerning energy efficiency have been (and will be) tightened
- Foresight Report on Climate and Energy Policy 2009:
 - *at least* 80 percent reduction in greenhouse gas emissions by 2050
 - In 2050 the energy consumption of buildings will generate no more than 1% of emissions

→ Radical shift in energy efficiency from new buildings to renovation



950 000

one-family houses built in the 1980s or earlier
in the catchment area of K-rauta and Rautia stores
abt 500 000 as customers

28 000 of these houses renovated / year
Total renovation cost 800 M€ / year
(average 30 t€ / house)

Background study

Suppliers

suffer from the lack
of reliability

Customers

found it very difficult to get neutral
information and make the "right decision"

All the players

are playing their own game
and crying for co-operation

Rautakesko's strategic objective

The best expert and seller of energy
efficiency services

Government officials

are frustrated as they don't have
the access to the customer

Nobody

is able to understand what
the customer really needs

We

have "the historic mission" to gather
all the players to play together

KESKO

Engagement idea:

What we can promise

- When you sense no draught, floors don't feel cold, air you breathe is pure and energy consumption is low, then you're living in an energy efficient house!
- Improving your house's energy efficiency means we help you
 - ... live more comfortably
 - ... save money
 - ... improve the value of your property
 - ... do good for the environment

$$EE = \text{Comfort} * € * \text{Environment}$$

Key ideas

- *We make it simple*
- From supplier to *service provider*
- From occasional steps to *understanding the big picture*
- *All from the same desk*: Background analysis, the product & its installation +funding, after sales etc

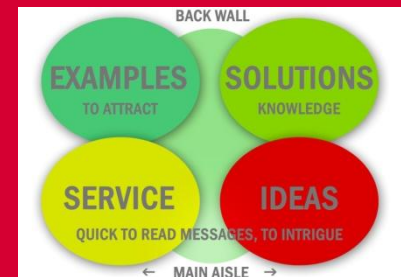


Store concept

- Piloting at 2 * K-rauta stores started 3/2011
- Roll out in Finnish stores by 1/2012
 - Flexible shop-in-shop: same basic concept that can be scaled to suit every store
 - Every store has at least one trained and qualified energy efficiency expert
- Background study in other operating countries in 2011-2012



Jesse Mether Rautakesko Ltd 24.5.2011



KESKO

Thank you!

KESKO